BRAND BOOK
2022/2023

NICOWA

MADE IN ITALY

The Story

1980
NICOline & WAlter Prahl open a Mulitlabel Store in Munich

1984
First pieces get designed under the name NICOWA

1985
The fashion label NICOWA is born

1987
The Brand goes international – first fairs in Paris, London, New York, etc

1989
First Magazine reports like Vogue editorial dressed in NICOWA

2005
The Brand has 30 monolabelstores worldwide

2006
Sold to an international invest house with new management

2010
Starting the 100% made in Italy

2016
Digitalization of the company

2019
Michaela Gleixner took over the company

What We Do

We are an international premium Woman's Fashion Brand that is focused on an exclusive portfolio that ranges from highlight pieces, dresses, luxury knitwear to extravagant cocktail dresses and business looks with strong themes featuring throughout.

It all begins with selecting the very best materials and fabrics, all handpicked and crafted in Italy. Our productions are all family-leaded and located in and around Verona.

Made in Italy

Nicowa stands for the Italian mindset towards life and the lightness, which is defined by the desire to express oneself through fashion. The fascination and joy in the individual representation, have shaped Nicowa throughout the time.

We believe in clean shapes that are timeless, combined with eye-catching silhouettes, materials and colors that allow the Nicowa customer to define herself in a multi-faceted way. It’s about quality over quantity and an appreciation for Italian craftsmanship.

We work with traditional manufacturers which are specialized in their field and select Italian materials that are certified by the LWG or the Global recycled Standard, among others.

For Nicowa, Made in Italy means a transparent, short supply chain, certified Italian materials and the support of traditional craftsmanship.

Our Customer

The NICOWA woman decides who she is and how she wants to be seen! She is the owner of her own life and lives in a number of different roles, while never losing sight of her own unique style.

She expects the very best in terms of clothing – after all, the same outfit may have to look professional at the office and still be a head-turner at dinner that same evening.

These women know their brands and place great importance on quality and value. We are an expert in playfully emphasizing femininity without reducing the wearer to her gender.

Press

NICOWA is featured in every important magazine worldwide, in TV and also worn by international stars & influencers.

The CEO

Michaela Gleixner is the CEO of the NICOWA Europe GmbH since 2019. She always had this passion for creating and design since her childhood, when she was given her first sewing machine by her grandmother.

With a second grandmother who was also a designer, she used this creativity in her DNA to create her own pieces.

While working in the fashion industry at different brands and different positions she gained vast experience in different sections. She eventually worked at the NICOWA Company, where she supported the brand with digitalization but also kept track of all the other processes.

When she had the opportunity to take over this brand with such amazing potential, it was clear that this was THE CHANCE!

The Creatives Behind

MICHAELA GLEIXNER

CEO of NICOWA Europe GmbH and Head of Apparel Design since 2019.

Michaela combines smart business looks with feminine details in her designs and always sets the customer as a priority. She follows the philosophy that a woman can dress to express herself in every situation in her life without reducing her to her gender.

ANNA BOUTACHKOVA

Head of Footwear and Accessories Design since 2022.

Anna's aim is to create unique products as well as timeless classics which elevate the wearer and emphasize the handmade quality. With her experience in footwear design and development, she sees the potential in creating great impact to the customer while also supporting her in any occasion. Her creative and solution-driven mindset are the driving points behind her work.

The Mood

COLORS

Colors are an essential attribute to express one's own personality. That's why we work with color stories instead of colorways and we choose tones along the color wheel, which will complement each other as a highlight color over time.

SHAPES

Surrounded by classics in recurring tones, NICOWA's highlight colors and shapes express additional facets of our attitude towards life. Bold, defined silhouettes combined with soft, flowing shapes are an important design aspect brought together in a new way, reflecting the diversity of our personalities.

VISUALS

NICOWA's heritage is founded in modern femininity and timeless design with expressive highlights. Our aesthetic is therefore clean and elegant on the base but bold and playful within special editorials.

The Future

NICOWA is constantly evolving and developing a consciously chosen product portfolio divided onto seasonless styles and bold trend pieces.

For spring/summer 23 we will be introducing a new take on glamour and occasional wear with contrasting pieces in natural materials and classic cuts. Additionally, NICOWA will expand its branding concept and refine the product portfolio through fit, fabrics and colors.

Selected Partners

zalando

BESTSECRET
SCHUSTERMANN & BORENSTEIN

baur.

ABOUT YOU

OTTO

amazon

GUTEMARKEN

BESTSECRET

100% PELZFREI
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Global Recycled Standard
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LEATHER WORKING GROUP

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